

**I. AMENDMENTS TO THE CLAIMS:**

Please cancel claims 3 and 39 without prejudice. Kindly amend claims 1, 15, 17, 31, 67 and 71-77 have been amended.

The present listing of claims replaces all prior listings, or versions, of claims in the above-captioned application.

**Listing of Claims:**

1. (Currently Amended) A system for delivering streaming multi-media content over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, are displayed and said at least one client workstation enabling a user to select a hyperlink of the link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, thereby resulting in transmission of a first request over the Internet for receiving multi-media content, wherein each link encoded web page includes one or more encoded hyperlinks comprising first reference information and each link encoded electronic mail message includes one or more encoded hyperlinks comprising first reference information, wherein first reference information comprises information specifying the multi-media content and format associated therewith;

at least one link processing server interfaced to the Internet and hosting at least one link conversion process, wherein the link processing server translates first reference information from

one or more of the encoded hyperlinks to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where the multi-media content is stored, and the link processing server receives the first request for the multi-media content from said at least one client workstation, the first request comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, and said at least one link processing server transmits second reference information to the client workstation, then the client workstation generates thereby generating a second request to stream the multi-media content to said at least one client workstation, wherein said second request is automatically formatted or preformatted to be in conformity at least with the format of the multi-media content via said at least one link conversion process, and wherein said at least one link conversion process does not create any reference files for storage on a web server; and

at least one streaming multi-media server interfaced to the Internet and storing the multi-media content, and the at least one streaming multi-media server is responsive to said second request received from said at least one link processing server so as to deliver the multi-media content over the Internet to said at least one client workstation.

2. (Previously Presented) The system as in Claim 1, wherein said hyperlink specifying the multi-media content and the format associated therewith further includes specification of said at least one link processing server for pre-processing the request.

3. (Cancelled)

4. (Previously Presented) The system as in Claim 1, wherein said first request does not expressly specify a communications port of said at least one link processing server.

5. (Previously Presented) The system as in Claim 1, wherein said at least one link processing server includes a database for recording said first request and said second request.

6. (Previously Presented) The system as in Claim 1, wherein the link processing server processes said first request only if the requesting client pays for the requested multi-media content.

7. (Previously Presented) The system as in Claim 1, wherein the link processing server processes said first request only if the requesting client is authorized to receive the requested multi-media content.

8. (Previously Presented) The system as in Claim 1, wherein the link processing server hosts said conversion processes for requests for multi-media content in a plurality of formats including formats selected from the group consisting of Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

9. (Original) The system as in Claim 1 wherein said web pages are hosted on a web server, wherein said web server only serves requests for content consisting of web pages.

10. (Original) The system as in Claim 1 wherein the multi-media content is at least one of a RealNetworks™, QuickTime™, Windows Media™, MPEG and MP3 multi-media clip.

11. (Previously Presented) The system as in Claim 1, wherein said hyperlink specifying the multi-media content and the format associated therewith specifies one of a plurality of different formats.

12. (Original) The system as in Claim 1 wherein said link conversion process further comprises a standalone application specified in at least one of Visual Basic and Visual Basic Script under Microsoft ASP.

13. (Original) The system as in Claim 1, wherein the at least one link conversion process is a plurality of link conversion processes.

14. (Previously Presented) The system as in Claim 1, wherein the at least one link processing server is such that a single server hosts a plurality of said at least one link conversion processes and said single server processes requests for a plurality of media formats corresponding

to each said link conversion process.

15. (Currently Amended) A system for serving media content over the Internet, comprising:

at least one client workstation, responsively interfaced to the Internet wherein link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, are displayed and said at least one client workstation enables a user to select a hyperlink of the link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, thereby resulting in the transmission of a first request over the Internet for receiving media content, wherein each link encoded web page includes one or more encoded hyperlinks comprising first reference information and each link encoded electronic mail message includes one or more encoded hyperlinks comprising first reference information, wherein first reference information comprises information specifying the multi-media content and format associated therewith;

at least one link processing server interfaced to the Internet and hosting at least one link conversion process, wherein the link processing server translates first reference information from one or more of the encoded hyperlinks to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where the media content is stored, and the link processing server receives the first request for the media content from said at least one client

workstation, the first request comprising specification of the media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, and said at least one link processing server transmits second reference information to the client workstation, ~~then the client workstation generates thereby generating~~ a second request to serve the media content to said at least one client workstation, wherein said second request is automatically formatted or preformatted to be in conformity at least with the format of the media content via said at least one link conversion process, and wherein said at least one link conversion process does not create any reference files for storage on a web server; and

at least one media content server interfaced to the Internet and storing the media content, and ~~the at least one media content server is responsive to said second request received from said at least one link processing server so as to deliver the media content over the Internet to said at least one client workstation.~~

16. (Withdrawn) A system for serving non-media content designated in requests specified in web page components over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein link encoded web pages and/or electronic mail messages are displayed and said at least one client workstation enabling a user to select a link resulting in the transmission of a request over the Internet for receiving the non-media content, said link specifying the non-media content and the options for serving web page components associated therewith;

at least one linking server hosting at least one link conversion process, and receiving the

request for the non-media content from said at least one client workstation, the request optionally comprising specification of the non-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, said at least one linking server generating another request to serve the non-media content to said at least one client workstation, said another request automatically configured or preconfigured to be in conformity at least with the configuration of the non-media content via said at least one link conversion process; and

at least one non-media content server hosting the non-media content, and responsive to the another request received from said at least one linking server delivering the non-media content over the Internet to said at least one client workstation.

17. (Currently Amended) A method of processing requests for multi-media content by at least one client workstation over the Internet comprising the steps of:

uploading the multi-media content to at least one multi-media content server;

generating at least one link encoded web page or link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, wherein the at least one link encoded web page includes one or more encoded hyperlinks comprising first reference information and the at least one link encoded electronic mail message includes one or more encoded hyperlinks comprising first reference information, wherein first reference information comprises information specifying the multi-media content and format associated therewith, and wherein each encoded hyperlink specifies at least one link processing server responsive to a user request, wherein the link processing server enables one or more formats to stream without having

to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where the multi-media content is stored;

distributing said at least one link encoded web page or link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to the at least one client workstation over the Internet;

generating a first request for multi-media content by using at least one client workstation to select one or more of the encoded hyperlinks;

receiving by the at least one link processing server via the Internet the first request from the at least one client workstation for the multi-media content via one or more of the encoded hyperlinks, said first request comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating a second request when the at least one link processing server transmits second reference information to the at least one client workstation, wherein transmission of the second reference information to the at least one client workstation causes said at least one client workstation to generate the second request to stream the multi-media content to said at least one client workstation or other workstation from said at least one multi-media content server via the Internet, said second request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content, and wherein said second request is generated by said at least one client workstation using the second reference information without generating any reference files for storage on a web server.



18. (Previously Presented) The method as in Claim 17, wherein each encoded hyperlink specifies the media content and the format associated therewith and further includes specification of said at least one link processing server for pre-processing the request.

19. (Previously Presented) The method as in Claim 17, wherein said first request expressly specifies a communications port of said at least one link processing server.

20. (Previously Presented) The method as in Claim 17, wherein said first request does not expressly specify a communications port of said at least one link processing server.

21. (Previously Presented) The system as in Claim 17, wherein said at least one link processing server includes a database for recording said first request and said second request.

22. (Previously Presented) The system as in Claim 17, wherein the link processing server processes said first request only if the requesting client pays for the requested media content.

23. (Previously Presented) The system as in Claim 17, wherein the link processing server processes said first request only if the requesting client is authorized to receive the requested media content.

24. (Previously Presented) The system as in Claim 17, wherein the link processing server hosts said conversion processes for requests for media content in a plurality of formats including formats selected from the group consisting of Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

25. (Original) The system as in Claim 17 wherein said web pages are hosted on a web server, wherein said web server only serves requests for content consisting of web pages.

26. (Original) The system as in Claim 17 wherein the media content is at least one of a RealNetworks™, QuickTime™, Windows Media™, MPEG and MP3 multi-media clip.

27. (Previously Presented) The system as in Claim 18, wherein each encoded hyperlink specifying media content and format associated therewith specifies one of a plurality of different formats.

28. (Original) The system as in Claim 17 wherein said link conversion process further comprises at least one of a standalone application specified in Visual Basic and Visual Basic Script under Microsoft ASP.

29. (Original) The system as in Claim 17, wherein the at least one link conversion process is a plurality of link conversion processes.

30. (Previously Presented) The system as in Claim 17, wherein the at least one link processing server is such that a single server hosts a plurality of said at least one link conversion processes and said single server processes requests for a plurality of media formats corresponding to each said link conversion process.

31. (Currently Amended) A method of processing requests for media content by at least one client workstation over the Internet comprising the steps of:

uploading media content to at least one media content server;

generating at least one link encoded web page or link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, wherein the at least one link encoded web page includes one or more encoded hyperlinks comprising first reference information and the at least one link encoded electronic mail message includes one or more encoded hyperlinks comprising first reference information, wherein first reference information comprises information specifying the media content and format associated therewith, and wherein each encoded hyperlink specifies at least one link processing server responsive to a user request, wherein the link processing server enables one or more formats to stream using one or more encoded hyperlinks comprising first reference information without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where the media content is stored;

distributing said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to the at least one client workstation over the Internet;

generating a first request for media content by using at least one client workstation to select one or more of the encoded hyperlinks;

receiving by the at least one link processing server via the Internet the first request from the at least one client workstation for the media content via one or more of the encoded hyperlinks, said first request comprising specification of the media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating a second request when the at least one link processing server transmits second reference information to the at least one client workstation, wherein transmission of the second reference information to the at least one client workstation causes said at least one client workstation to generate the second request to stream the media content to said at least one client workstation or other workstation from said at least one media content server via the Internet, said second request automatically formatted or preformatted to be in conformity at least with the format of the media content, and wherein said second request is generated by said at least one client workstation using the second reference information without generating any reference files for storage on a web server.

32. (Withdrawn) A method of processing requests for non-media data content by at least one client workstation over the Internet comprising the steps of:

uploading the non-media data content to at least one non-media data content server;

generating at least one web page and/or electronic mail message, wherein the at least one web page and/or electronic mail message includes a request for the non-media data content including at least one link specifying at least one linking server responsive to a user request;

distributing said at least one web page and/or at least one electronic mail message to the at least one client workstation over the Internet;

receiving by the at least one linking server the request from the at least one client workstation for the non-media data content via the at least one link, said request from the at least one client workstation optionally comprising specification of the non-media data content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating another request by the at least one linking server to transmit the non-media data content to said at least one client workstation or other workstation, said another request automatically configured or preconfigured to be in conformity at least with the configuration requirements of the non-media data content.

33. (Previously Presented) A system for distributing at least one of information and information services over a computer network, comprising:

at least one client workstation responsively interfaced to the computer network wherein link encoded web pages or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, are displayed and said at least one client workstation enabling selection of a hyperlink resulting in transmission of a first request over said computer

network for the at least one of information and information services, wherein each link encoded web page includes one or more encoded hyperlinks comprising first reference information and each link encoded electronic mail message includes one or more encoded hyperlinks comprising first reference information, wherein first reference information comprises information specifying the at least one of information and information services and format associated therewith;

at least one connection processor responsively interfaced to the computer network and hosting at least one connection conversion process, said at least one connection processor receiving the first request from at least one client workstation for the at least one of information and information services and applying the at least one connection conversion process to generate at least one second request for the at least one of information and information services and transmit the at least one second request over the computer network;

at least one remote server responsively interfaced to the computer network and hosting the at least one of information and information services, said at least remote one server receiving the at least one other request to deliver at least one of information and information services over the computer network to said at least one requesting client workstation; and

at least one link processing server that is a single server hosting a plurality of said at least one link conversion processes and said single server processes requests for a plurality of media formats corresponding to each said link conversion process, wherein the link processing server translates first reference information from one or more of the encoded hyperlinks to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the

second reference information comprises first reference information and a location where media content is stored, and wherein each link conversion process does not create any reference files for storage on a web server.

34. (Original) The system as in Claim 33 wherein the computer network is the Internet.

35. (Previously Presented) The system as in Claim 33 wherein the at least one of information and information services is streaming multi-media content.

36. (Previously Presented) The system as in Claim 33 wherein the at least one of information and information services is media content.

37. (Withdrawn) The system as in Claim 33 wherein the at least one of information and information services is non-media content.

38. (Previously Presented) The system as in Claim 33, wherein each encoded hyperlink specifies at least one of information and information services and the format associated therewith and each hyperlink further includes specification of said at least one connection processor for pre-processing the first request.

39. (Cancelled)

40. (Previously Presented) The system as in Claim 33, wherein said first request does not expressly specify a communications port of said at least one connection processor.

41. (Previously Presented) The system as in Claim 33, wherein said at least one connection processor includes a database for recording each of said first request and second request.

42. (Previously Presented) The system as in Claim 33, wherein the at least one connection processor processes said first request only if the requesting client pays for the requested at least one of information and information services.

43. (Previously Presented) The system as in Claim 33, wherein the connection processor processes said first request only if the requesting client is authorized to receive the requested at least one of information and information services.

44. (Original) The system as in Claim 33 wherein the connection processor hosts said conversion processes for requests for at least one of information and information services in a plurality of formats including Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.



45. (Original) The system as in Claim 33 wherein said web pages are hosted on a web server, wherein said web server only serves requests for content consisting of web pages.

46. (Original) The system as in Claim 33 wherein the at least one of information and information services is at least one of a RealNetworks™, QuickTime™, Windows Media™, MPEG and MP3 multi-media clip.

47. (Previously Presented) The system as in Claim 33, wherein each encoded hyperlink specifies multi-media content and the format associated therewith and further specifies one of a plurality of different formats.

48. (Original) The system as in Claim 33 wherein said link conversion process further comprises at least one of a standalone application specified in Visual Basic and Visual Basic Script under Microsoft ASP.

49. (Original) The system as in Claim 33, wherein the at least one link conversion process is a plurality of link conversion processes.

50. (Canceled)

51. (Previously Presented) A method for distributing at least one of information and

information services over a computer network comprising the steps of:

uploading at least one of information and information services to at least one first server;

generating at least one of a link encoded web page and a link encoded electronic mail message, wherein each one of the link encoded web page and the link encoded electronic mail message contains at least one hyperlink specifying a connection processor, wherein the at least one hyperlink also comprises first reference information specifying media content and format associated therewith;

distributing the link encoded web page, or the link encoded electronic mail message, or the link encoded web page and the link encoded electronic mail message, to at least one client workstation over the computer network;

receiving over the computer network from the client workstation a first request for at least one of information and information services, wherein the connection processor receives the first request for the at least one of information and information services, and wherein the connection processor is a link processing server that translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where media content, multi-media content or non-media content is stored;

identifying the at least one of information and information services requested;

generating one or more second requests to satisfy the first request for at least one of information and information services when the connection processor transmits second reference

information to the at least one client workstation, wherein transmission of the second reference information to the at least one client workstation causes the at least one client workstation to generate one or more second requests to stream the at least one of information and information services to the at least one client workstation or other workstation from said at least one first server via the computer network; and

transmitting said generated one or more second requests over the computer network for at least one of information and information services.

52. (Original) The method as in Claim 51 wherein the computer network is the Internet.

53. (Previously Presented) The method as in Claim 51 wherein the at least one of information and information services is streaming multi-media content.

54. (Previously Presented) The method as in Claim 51 wherein the at least one of information and information services is media content.

55. (Withdrawn) The method as in Claim 51 wherein the at least one of information and information services is non-media content.

56. (Previously Presented) The method as in Claim 51, wherein said first request for at least one of information and information services expressly specifies a communications port of

said connection processor.

57. (Previously Presented) The method as in Claim 51, wherein said first request for at least one of information and information services does not expressly specify a communications port of said connection processor.

58. (Previously Presented) The method as in Claim 51, wherein said connection processor includes a database for recording each said first request and said one or more second requests.

59. (Previously Presented) The method as in Claim 51, wherein said connection processor processes said first request for at least one of information and information services only if the requesting client pays for the requested at least one of information and information services.

60. (Previously Presented) The method as in Claim 51, wherein the connection processor processes said first request for at least one of information and information services only if the requesting client is authorized to receive the requested at least one of information and information services.

61. (Previously Presented) The method as in Claim 51, wherein the connection processor generates said one or more second requests for at least one of information and information

services in a plurality of formats including Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

62. (Original) The method as in Claim 51 wherein said web pages are hosted on a web server which only processes requests for web pages.

63. (Original) The method as in Claim 51 wherein the at least one of information and information services is at least one of a RealNetworks™, QuickTime™, Windows Media™, MPEG and MP3 media clip.

64. (Previously Presented) The method as in Claim 51, wherein the connection processor generates one or more second requests for at least one of information and information services in a plurality of distinct formats.

65. (Original) The method as in Claim 51 wherein said link conversion process further comprises at least one of a standalone application specified in Visual Basic and Visual Basic Script under Microsoft ASP.

66. (Original) The method as in Claim 51, wherein the connection processor hosts a plurality of processes for generating other requests in a plurality of distinct formats.

67. (Currently Amended) A system for distributing a website specification including at least one link encoded web page providing at least one of information and information services over a computer network, the system comprising:

a web server responsively connected to the computer network, said web server for hosting the website;

a web development workstation for specifying the at least one web page of the website, said web development workstation responsively connected to the computer network;

a computer process hosted on the web development workstation for constructing at least one hyperlink specifying a connection processor;

another computer process hosted on the web development workstation for embedding the at least one hyperlink into the at least one web page so that the at least one web page is a link encoded web page, wherein the embedded hyperlink comprises first reference information that comprises information specifying at least one of information and information services and format associated therewith;

a network interface for sending the at least one link encoded web page from the web development workstation to the web server;

a client workstation responsively connected to the computer network wherein the client workstation originates at least one first request for the at least one link encoded web page and at least one second request for at least one of information and information services by specifying a selection, said selection resulting in the transmission of the first information of the at least one hyperlink over the computer network;

another computer process hosted on the connection processor, ~~wherein the connection processor receives~~receiving the first information of the at least one hyperlink and ~~converts~~converting said first information of the at least one hyperlink to ~~then~~other at least one ~~second request for~~of information and information services ~~third request~~, wherein the connection processor is a link processing server that translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to stream without having to deploy from any web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where media content is stored, and said third request specifies at least one media server; and

a network interface for transmitting the ~~other~~at least one ~~second request for~~of information and information services ~~third request~~ to the media server, wherein said ~~second~~third request is generated ~~by the connection processor~~ using the second reference information without generating any reference files for storage on a web server.

68. (Previously Presented) A method for distributing a website specification or an electronic mail message specification for processing a first request for at least one of information and information services over a computer network to a connection processor, the method comprising the steps of:

applying a computer process to a specification of display options for at least one of information and information services resulting in the generation of a hyperlink comprising the

specification of the display options and a reference to the connection processor;

embedding said hyperlink into at least one of a website and an electronic mail message so that the website is a link encoded website and the electronic mail message is a link encoded electronic mail message, wherein the embedded hyperlink comprises first reference information comprising information specifying the at least one of information and information services and format associated therewith;

distributing the hyperlink embedded in the at least one of the link encoded website and the link encoded electronic mail message to at least one client workstation;

receiving the hyperlink by the connection processor resulting from the first request for at least one of information and information services generated by the at least one client workstation, wherein the connection processor is a link processing server that translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where media content is stored; and

applying a computer process hosted on the connection processor to convert the specification of display options for the connection processor into a second request for at least one media server to satisfy the first request for at least one of information and information services, wherein said computer process does not create any reference files for storage on a web server.

69. (Previously Presented) A system for optimizing the distribution of at least one of



information and information services over a computer network, the system comprising:

at least one client workstation, responsively interfaced to the computer network wherein at least one of a link encoded web page and a link encoded electronic mail message are displayed and said at least one client workstation enabling a user to select a hyperlink resulting in the transmission of a first request over the computer network for receiving the at least one of information and information services, wherein the link encoded web page includes one or more encoded hyperlinks comprising first reference information and the link encoded electronic mail message includes one or more encoded hyperlinks comprising first reference information, wherein first reference information comprises information specifying the at least one of information and information services and format associated therewith;

at least one connection processor responsively interfaced to the computer network and hosting at least one connection conversion process, wherein the connection processor is a link processing server that translates first reference information from one or more of the encoded hyperlinks to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where the media content is stored, and the at least one connection processor receives the first request from at least one client workstation for the at least one of information and information services and applies the at least one connection conversion process to generate at least one second request for the at least one of information and information services and transmits the at least one second request over the computer network, said at least one second request is

responsive to the requirements of a dynamic resource distribution optimization program responsive to changes in network demand for the at least one of information and information services, wherein said at least one connection conversion process does not create any reference files for storage on a web server when generating said at least one second request; and

at least one media server responsively interfaced to the computer network and hosting the at least one of information and information services, said at least one media server receiving the at least one second request to deliver at least one of information and information services over the computer network to said at least one requesting client workstation.

70. (Previously Presented) A method for optimizing the distribution of at least one of information and information services over a computer network, the method comprising the steps of:

uploading at least one of information and information services to at least one media server; generating at least one of a link encoded web page and a link encoded electronic mail message, wherein each one of the link encoded web page and the link encoded electronic mail message contains at least one hyperlink comprising first reference information referencing a connection processor and encoding at least one of information and information services display;

distributing the link encoded web page, or the link encoded electronic mail message, or the link encoded web page and the link encoded electronic mail message over the computer network;

receiving, over the computer network, a first request from at least one client workstation for at least one of information and information services, wherein said receiving of the first request

for the at least one of information and information services is performed by the connection processor, wherein the connection processor is a link processing server that translates first reference information from the hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where the media content is stored;

generating at least one second request for the at least one of information and information services responsive to the requirements of a dynamic resource distribution optimization program responsive to changes in network demand for the at least one of information and information services, wherein the at least one second request is generated by the at least one client workstation when the connection processor transmits second reference information to the at least one client workstation, and wherein generation of the second request does not create any reference files for storage on a web server; and

transmitting said generated at least one second request over the computer network to the at least one media server.

71. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein multi-media content is uploaded to at least one multi-media content server, a method comprising the steps of:

generating a first request, using at least one client workstation, for multi-media content including selecting at least one hyperlink specifying at least one link processing server inserted in

at least one web page or electronic mail message, or at least one web page and electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, responsive to a user request, wherein said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, is distributed to ~~the~~ at least one client workstation over the Internet, wherein the at least one hyperlink comprises first reference information that comprises information specifying the multi-media content and format associated therewith, wherein the link processing server translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing the second reference information, wherein the second reference information comprises first reference information and a location where the multi-media content is stored;

receiving by the at least one link processing server the first request from the at least one client workstation for the multi-media content via the at least one hyperlink, said first request from the at least one client workstation comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating a second request when the at least one link processing server transmits second reference information to the at least one client workstation, wherein transmission of the second reference information to the at least one client workstation causes said at least one client workstation to generate the second request to stream the multi-media content to said at least one client workstation or other workstation from the at least one multi-media content server via the

computer network, said second request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content, and wherein said second request is generated by the at least one client workstation using the second reference information without generating any reference files for storage on a web server.

72. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein multi-media content is uploaded to at least one multi-media content server, computer program code stored on a computer is transmitted as a computer data signal embodied in a carrier wave in the system, wherein the computer program code comprises:

a first program code for generating a first request, using at least one client workstation, for the multi-media content including at least one hyperlink specifying at least one link processing server inserted in at least one web page or electronic mail message, or at least one web page and electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, that is responsive to a user request, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to be distributed to at least one client workstation over the Internet, wherein the at least one hyperlink comprises first reference information that comprises information specifying the multi-media content and format associated therewith, wherein the link processing server translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to

stream without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where the multi-media content is stored;

a second program code for directing receipt by the at least one link processing server the first request from the at least one client workstation for the multi-media content via the at least one hyperlink, said first request from the at least one client workstation comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

a third program code for generating a second request when the at least one link processing server transmits second reference information to the at least one client workstation, wherein transmission of the second reference information to the at least one client workstation causes said at least one client workstation to generate the second request to stream the multi-media content to said at least one client workstation or other workstation from said at least one multi-media content server via the computer network, said second request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content, and wherein said second request is generated by the at least one client workstation using the second reference information without generating any reference files for storage on a web server.

73. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein at least one of information and information services is uploaded to at least one media server, a method comprising the steps of:

generating at least one of a link encoded web page and a link encoded electronic mail message, wherein the at least one link encoded web page or link encoded electronic mail message, or link encoded web page and link encoded electronic mail message, are responsive to a user request, and contains at least one hyperlink specifying a connection processor, wherein the at least one hyperlink comprises first reference information that comprises information specifying the multi-media content and format associated therewith, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, are to be distributed to at least one client workstation over the computer network;

receiving by the connection processor over the computer network a first request for at least one of information and information services, wherein the connection processor receives the first request for the at least one of information and information services and the connection processor is a link processing server translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where the media content is stored;

identifying by the connection processor the at least one of information and information services requested and generating one or more second requests to satisfy the first request for the at least one of information and information services when the connection processor transmits second reference information to the at least one client workstation, wherein transmission of the second

reference information to the at least one client workstation causes the at least one client workstation to generate one or more second requests to stream the at least one of information and information services to the at least one client workstation or other workstation from said at least one media server via the computer network, wherein said one or more second requests are generated by the at least one client workstation using the second reference information obtained from the connection processor without generating any reference files for storage on a web server; and

transmitting said generated one or more second requests over the computer network for at least one of information and information services.

74. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein at least one of information and information services is uploaded to at least one media server, computer program code stored on a computer is transmitted as a computer data signal embodied in a carrier wave in the system, wherein the computer program code comprises:

a first program code for generating at least one of a web page and an electronic mail message, wherein the at least one web page or electronic mail message, or one web page and electronic mail message, are responsive to a user request, and contains at least one hyperlink specifying a connection processor so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, wherein the at least one hyperlink comprises first reference information that comprises information specifying the media



content and format associated therewith, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, are to be distributed to at least one client workstation over the computer network, wherein the connection processor is a link processing server that translates first reference information from the at least one hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where media content is stored;

a second program code for directing receipt by the connection processor over the computer network a first request for at least one of information and information services, wherein the connection processor receives the first request for the at least one of information and information services;

a third program code for identifying, by the connection processor, the at least one of information and information services requested and generating one or more second requests to satisfy the first request for at least one of information and information services, wherein said second request is generated by the connection processor using the second reference information without generating any reference files for storage on a web server; and

a fourth program code for directing transmission of said generated one or more second requests over the computer network for the at least one of information and information services.

75. (Currently Amended) A method for distributing a website specification or an

electronic mail message specification, or a website specification and an electronic mail message specification, for processing a first request for at least one of information and information services over a computer network to a connection processor, the method comprising the steps of:

generating a hyperlink representing a user's specification of display options for at least one of information and information services, wherein the hyperlink points to the connection processor, wherein said hyperlink is embedded by the user into at least one of the website or electronic mail message, or the website and the electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, and the link is distributed to at least one client workstation, wherein the hyperlink comprises first reference information that comprises information specifying the media content and format associated therewith;

receiving the hyperlink by the connection processor resulting from the first request for at least one of information and information services generated by the at least one client workstation, wherein the connection processor is a link processing server that translates first reference information from the hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where the multi-media content is stored; and

generating a second request for at least one media server to satisfy the first request for at least one of information and information services when the connection processor transmits second reference information to the at least one client workstation, wherein transmission of the second

reference information to the at least one client workstation causes the at least one client workstation to generate the second request to stream the at least one of information and information services to the at least one client workstation or other workstation from said at least one media server via the computer network, and said second request is generated by the at least one client workstation using the second reference information without generating any reference files for storage on a web server.

76. (Currently Amended) In a system for distributing a website specification or an electronic mail message specification, or a website specification and an electronic mail message, for processing a first request for at least one of information and information services over a computer network to a connection processor, computer program code stored on a computer is transmitted as a computer data signal embodied in a carrier wave in the system, wherein the computer program code comprises:

a first program code for generating a hyperlink representing a user's specification of display options for at least one of information and information services, wherein the hyperlink points to the connection processor, wherein the hyperlink is embedded by the user into at least one of the website or the electronic mail message, or the website and the electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, and the hyperlink is distributed to at least one client workstation, wherein the hyperlink includes first reference information that comprises information specifying the media content and format associated therewith;

a second program code for directing receipt of the hyperlink by the connection processor resulting from the first request for at least one of information and information services generated by the at least one client workstation; and

a third program code for generating a second request for at least one media server to satisfy the first request for at least one of information and information services, wherein the connection processor is a link processing server that translates first reference information from the hyperlink to second reference information that enables one or more formats to stream without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where media content is stored, wherein when the connection processor transmits second reference information to the at least one client workstation transmission of the second reference information to the at least one client workstation causes the at least one client workstation to generate the second request to stream the at least one of information and information services to the at least one client workstation or other workstation from said at least one media server via the computer network, and said second request is generated by the at least one client workstation using the second reference information without generating any reference files for storage on a web server.

77. (Currently Amended) A system for delivering streaming multi-media content over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein a link

encoded web page, or link encoded electronic mail message, or link encoded web page and link encoded electronic mail message, are displayed and said at least one client workstation enables a user to select a hyperlink of the link encoded web page, or the link encoded electronic mail message, or the link encoded web page and the link encoded electronic mail message, thereby resulting in the transmission of a first request over the Internet for receiving the multi-media content, wherein said hyperlink comprises first reference information that specifies the multi-media content and format associated therewith;

at least one link processing server hosting at least one link conversion process, wherein the link processing server translates first reference information from the hyperlink to second reference information that enables one or more formats to stream using one or more encoded hyperlinks comprising reference information without having to deploy from a web server one or more reference files containing second reference information, wherein the second reference information comprises first reference information and a location where the multi-media content is stored, and the at least one link processing server receives the first request for the multi-media content from said at least one client workstation, the first request comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, said at least one link processing server transmits second reference information to the at least one client workstation, wherein transmission of the second reference information to the at least one client workstation causes said at least one client workstation to generate the second request to stream the multi-media content to said at least one client workstation via the Internet, wherein said second request is automatically formatted or preformatted to be in conformity at least with the format of

the multi-media content via said at least one link conversion process, and wherein the second request is generated by the at least one client workstation using the second reference information without generating any reference files for storage on a web server; and

at least one streaming multi-media server storing the multi-media content, and responsive to the second request received from said at least one client workstation so as to deliver the multi-media content over the Internet to said at least one client workstation.